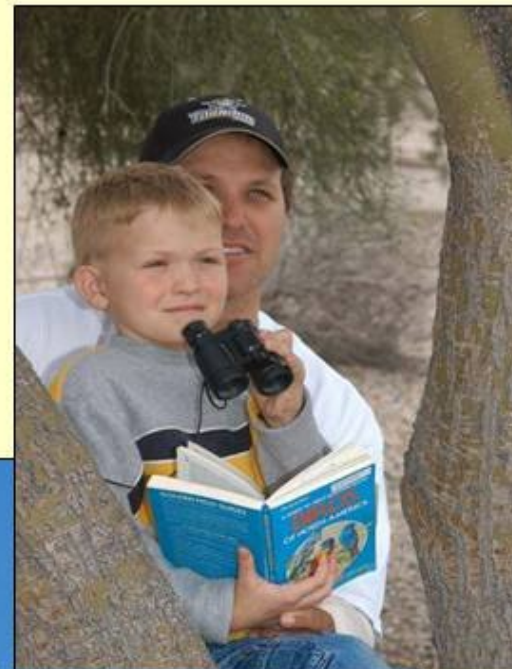


WATCHABLE WILDLIFE PROJECT



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WILDLIFE VIEWING AS A TOURISM ATTRACTION





OUTLINE

Arizona's Natural Attraction

Wildlife Viewing

Economics

**The Wildlife Watching
Business**

User Types

Quick Tips



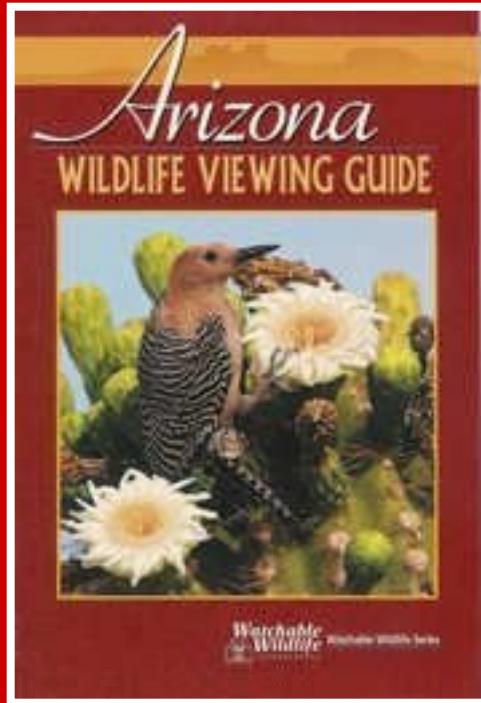


Why Such a Natural Attraction?

Scenic Wonders – A no brainer

Wildlife Wonders –

- **900 Total Species (830 Native)**
- **540 Bird Species (Third In The U.S.)**
- **134 Native Mammals (28 Bat Species, Second To Texas)**
- **107 Native Reptiles and 26 Native Amphibians**



Statewide – Lots of sites for positive wildlife experiences nearby for schools, clubs / organizations, family, friends. Great opportunities for “staycations”

Flagstaff – Rio de Flag, Pumphouse

Phoenix – Tres Rios Restoration

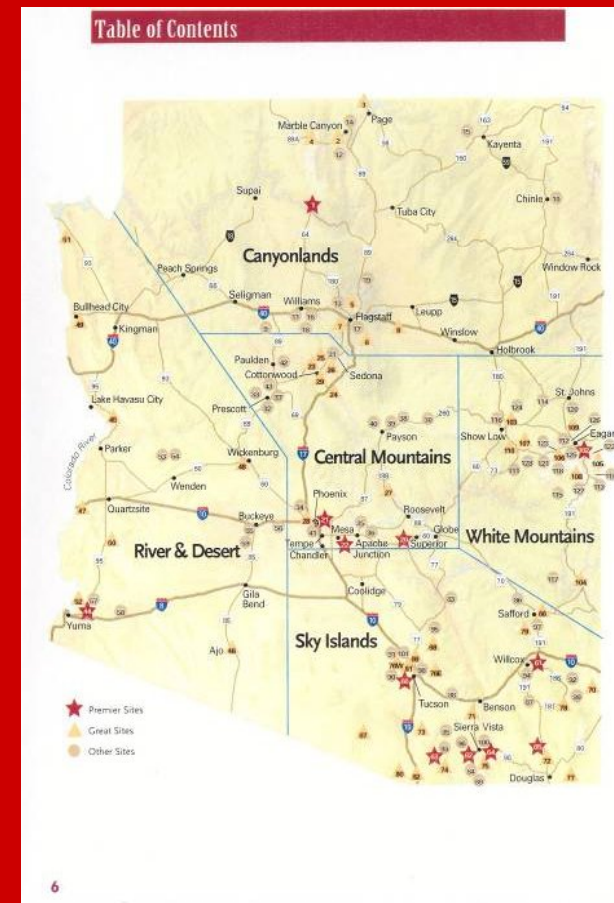
Gilbert – Riparian Preserve

Prescott – Lynx Lake, Upper Verde River Wildlife Area

Tucson – Saguaro National Park, Catalina State Park

Yuma – Imperial National Wildlife Refuge, Mittry Lake Wildlife Area

Sierra Vista – San Pedro House





Get Off the Couch!



Getting kids away from
Video Gaming and the Internet
and into outdoor activities
broadens their experiences and
increases their capacity for
emotional and intellectual development.



SUPPORT ARIZONA'S WILDLIFE

Arizona Game and Fish Department
www.azgfd.gov



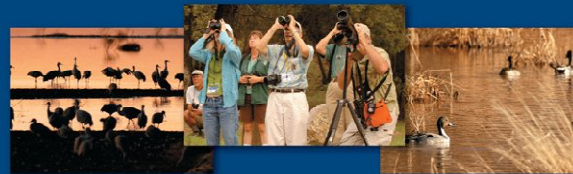
Wildlife Viewing

- **Goal - to watch wildlife without bothering their normal activities**
- **Should be fun and be a learning experience.**
- **Can be enjoyed by anyone, anytime, any place and at virtually any age.**
- **Can connect to the natural world and motivate conservation actions.**





Birdwatching Brings in Billions



Along with hunting, fishing
and other wildlife-based
recreational activities,
birdwatching supports jobs
and local economies.

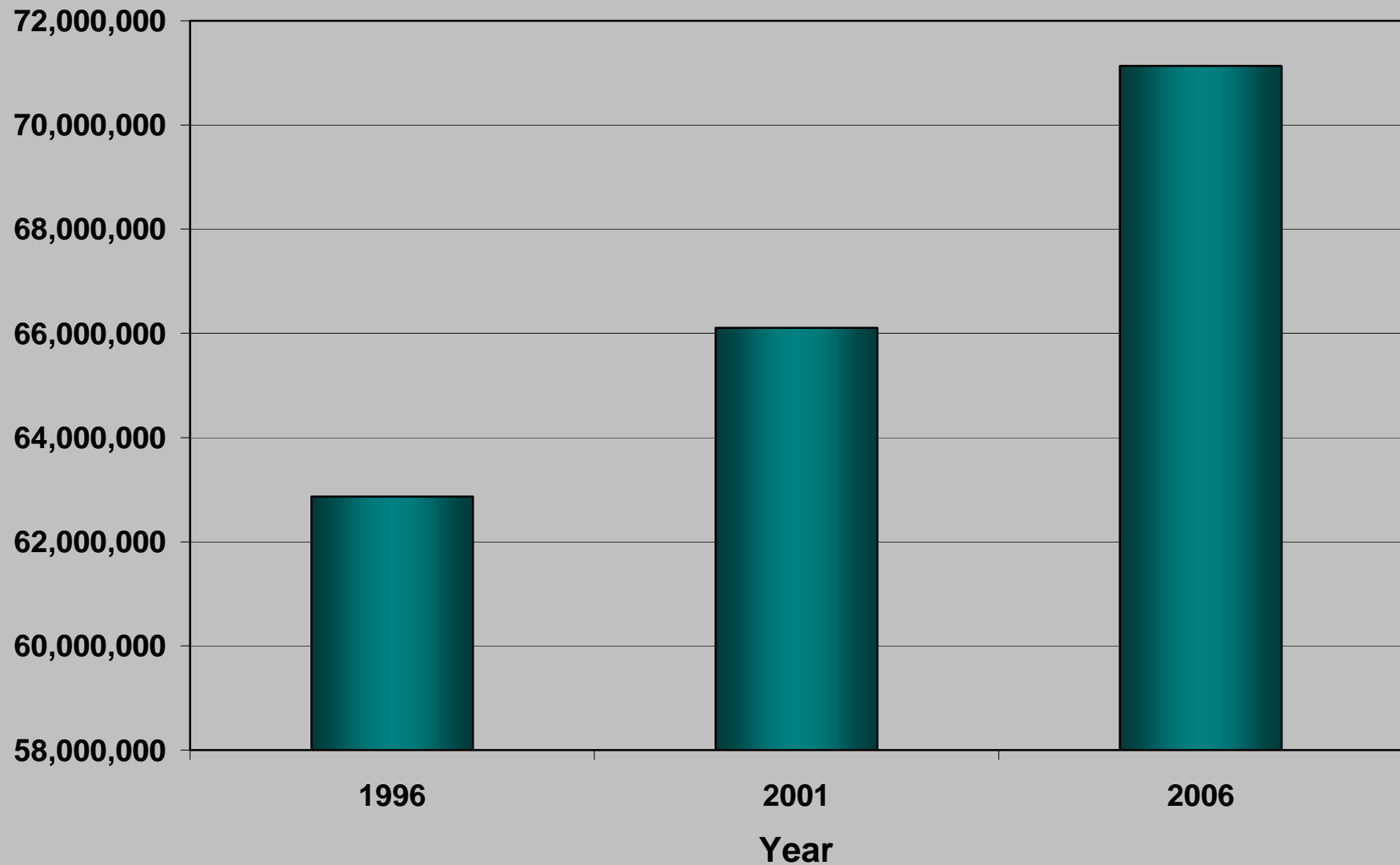


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Trends in Total Numbers of Wildlife Viewers



Source: USFWS/US Census



SHOW ME THE ARIZONA NUMBERS!



- **Over 1.3 million Arizona residents participate in some form of wildlife watching activity (approx. one in every five residents)***
- **Wildlife watchers in Arizona outnumber the populations of six states (data source: U.S. Census Bureau (2006))***
- **\$1.2 Billion - Total Economic Effect of Wildlife Viewing in Arizona in 2006***

* Source: The 2006 Economic Benefits of Watchable Wildlife Recreation in Arizona, 2007. Southwick, Inc.



SUMMARY OF ARIZONA 2006 ECONOMIC IMPACTS OF WILDLIFE WATCHING*



*wildlife watching is defined as the primary purpose of observing, photographing
or feeding wildlife

Participation	1 Million Residents 300,000 non-residents
Retail Sales	\$838 Million
Employment	\$366 Million
Jobs	15,250
Federal Taxes	\$78 Million
State and Local Taxes	\$118 Million
Total Economic Output	\$1.2 Billion

Source: The 2006 National Survey of Fishing, Hunting and Wildlife-Associated Recreation, 2007. US Fish and Wildlife Service.



Benefits of a Wildlife/Birder Oriented Business

- ✓ Gives business interests a large, new demographic to target
- ✓ The programs can have direct benefits by developing other related products on-site and regionally (i.e. entrepreneurial opportunities)
- ✓ Leads to more “heads in beds”
- ✓ A wildlife-oriented business can be supported by the wildlife-dependent recreational activities year round





Why Partnerships?

- Partnerships command attention, resources, and new partners
- Many activities are too complex to be solved any other way
- Partnerships stimulate and energize win-win solutions



**Tres Rios Nature
and Earth Festival**



Partnering Opportunities



Promote nature tourism economic development as a powerful option for communities and regions

Market the wildlife viewing experience to media, legislators, travel authors, visitor centers, etc.

Combine wildlife viewing with other destinations/activities (e.g. collaborated packages, ads, discounts, etc.)

Joint support for impact, economic, and visitor research





**Wildlife viewing
recreationists are a diverse
group of users - all have
differing experience
expectations/needs**



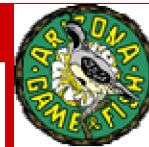
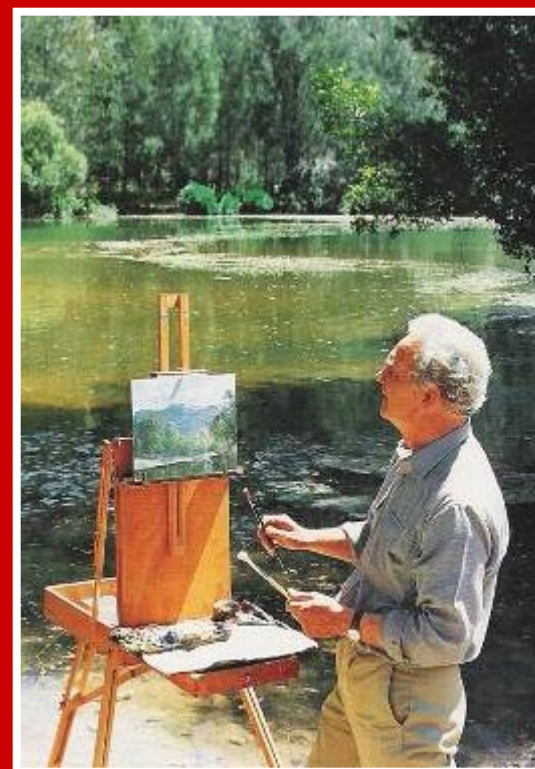
FAMILIES



**BIRDERS /
WILDLIFE
WATCHERS**



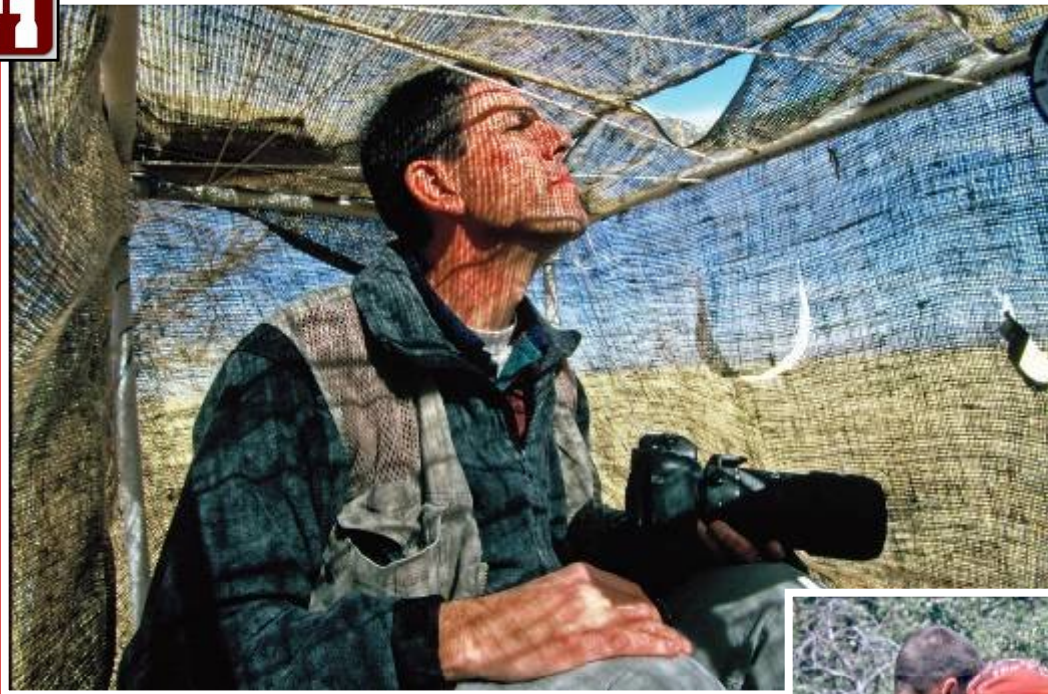
PHOTOGRAPHERS / ARTISTS





GROUPS or SOLITUDE





EASY OR HARD TO SEE

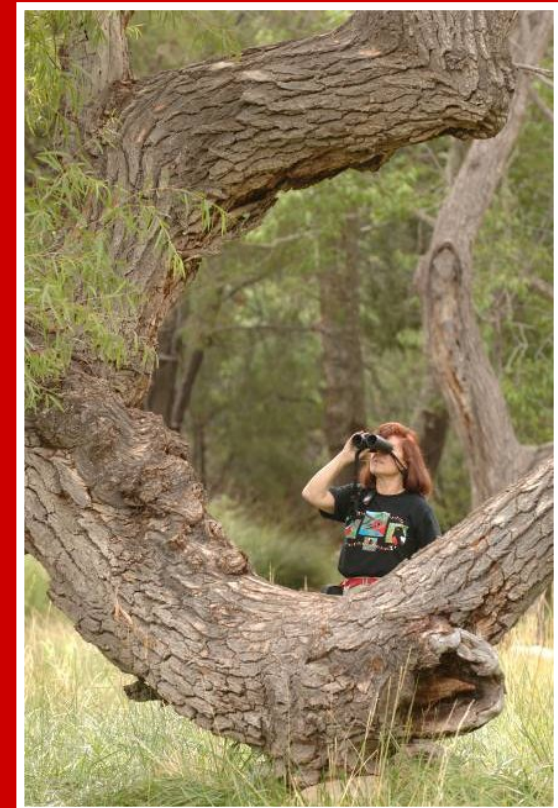




What is Responsible Wildlife Viewing?



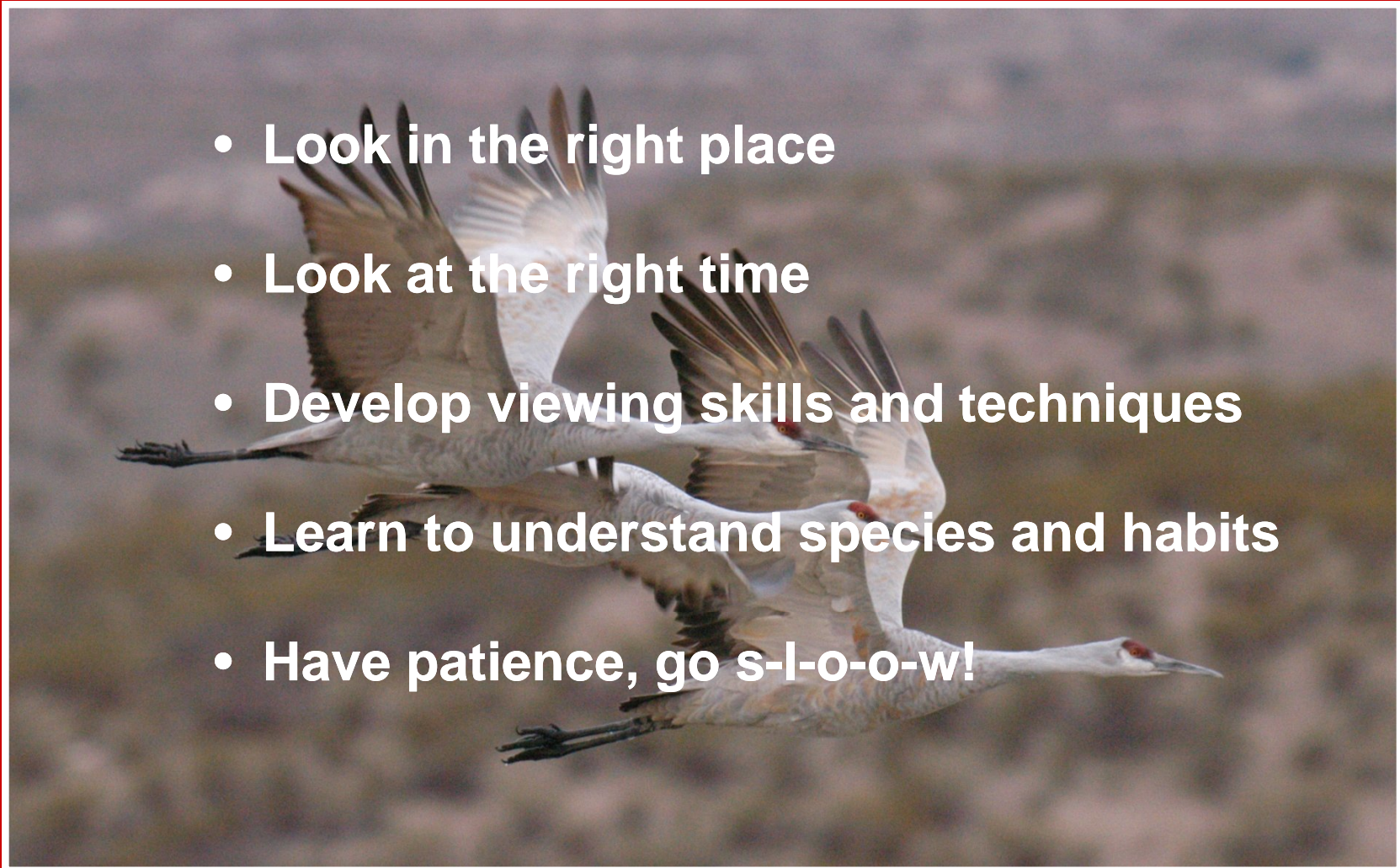
Remembering to consider your encounter and the impact of all those encounters preceding it, and those to come.





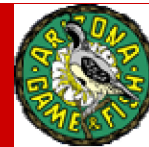
FIVE STEPS FOR SUCCESSFUL WILDLIFE VIEWING

- Look in the right place
- Look at the right time
- Develop viewing skills and techniques
- Learn to understand species and habits
- Have patience, go s-l-o-o-w!





Look In The Right Place



HIGH COUNTRY



RIPARIAN



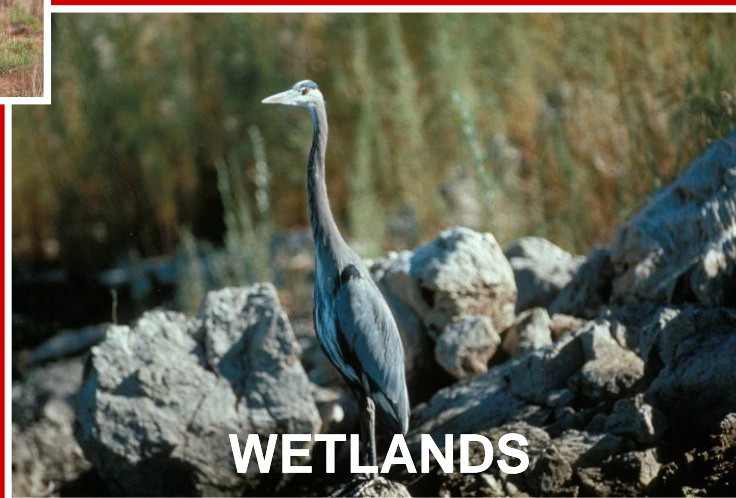
GRASSLANDS



DESERT



WETLANDS





Look At The Right Time

Diurnal (Day)



Hawks
Squirrels
Songbirds
Lizards

Prairie Dogs



Crepuscular (Dawn/Dusk)



Owls
Bats
Songbirds
Mule Deer

Elk

Nocturnal (Night)

Owls
Raccoon
Bats
Fox

Kangaroo Rats



Also important to consider **migration** periods and weather



Be prepared to watch wildlife
anywhere, anytime!





THANK YOU